

THREE NEW EIGHTS IN 1918 COLE LINE

Tourster, Sportster and Roadster of Aerotype Design Are Welcomed Warmly.

In embarking on the fourth consecutive year of production devoted exclusively to the building of the celebrated Cole Eight, the Cole Motor Car Company of Indianapolis announces the most complete and diversified line of models that it has ever offered.

Since the Cole Eight made its debut in January, 1915, the career of the car has been crowned with its achievements. However, at no time has a more radical yet logical improvement in design been inaugurated than the one which characterizes the styles adopted for the three additions to the line shown for the first time at the show this year.

The three new Cole Eights which take their places beside the standard touring car, Tuxedo fourseater, four door tourster and four coupe are a tourster, a sportster and a roadster.

Bodies Are New Departure.

The names of at least two of the newly added models are sufficient to arouse more than passing curiosity, but when it is known that the cars sponsor what is regarded as the most distinctive departure in body designing with which American engineers are credited there is just cause for added interest in the latest Cole Eight series.

Being developed in their conception, these additions to the Cole line are designated by a term heretofore unknown to the motoring world. They are said to be of the "aerotype" design, and an inspection of the cars is sufficient to justify the use of the term.

As graceful in their pose as a monoplane, with low beveled side panels, massive fenders, high cowls and sharp, keen lines, they have about them a martial individuality that is instantly appealing.

Just as the Cole Indianapolis was one of the first two American motor car producers to reveal to the public the striking advantages of V-type multiple cylinder construction, it is now leading the field with the most advanced ideas in motor car body designing.

So utterly new in their conception and creation that they are as yet untried by the Cole Eight tourster, sportster and roadster, these are a refreshing briskness that rank them among the most pronounced developments of recent years, and so artistic are they that they are destined to be wider in their appeal than most any new type that has been offered since the streamlined body was introduced.

Dignified and Dependable.

From every standpoint, design, construction, utility, economy, quality, power, the Cole Eight line for 1918 radiates a dignity, a sound dependability and an appealing individuality that discriminating buyers will recognize instantly as the hall marks of substantial value.

It is doubtful whether any company ever has given more complete and detailed information than which characterizes the productions of the Cole this year. Custom made cars can offer the buyer little more.

JORDAN CO. MAKING MONEY.

East Quarter's Report Shows \$50,000 Net Profit.

The financial report of the Jordan Motor Car Company of Cleveland for the quarter ending January 1, 1918, shows an increase of 50 per cent in the sales of Jordan cars over the corresponding period one year ago. The statement follows:

Net sales	\$271,221.21
Net parts sales	17,990.97
Total sales	\$289,212.18
Cost of cars	\$200,744.43
Cost of parts	14,441.11
Cost of advertising	17,850.00
Cost of running expenses	23,750.40
Cost of sundry expenses	2,000.25
Total cost	\$258,786.19

Less cash discount on purchases 7,778.96

Total cost of doing business 266,565.15

Net profit \$126,647.03

This represents 16.7 per cent on \$200,000 preferred capital for the quarter, which is equivalent to 66.8 per cent for the year.

President Edward S. Jordan says: "The general business of the country in 1917, when measured in dollars represented by bank clearings, shows an increase of 45 per cent over 1916."

"Just within the past few days, since the announcement of the Government taking over the railroads, there has been a very marked increase in the sales of motor cars in the medium price class."

"The demands being made upon the motor car manufacturers by the Government unquestionably will mean great reductions in the winter production of most companies, with a consequent shortage in motor cars in the spring."

THREE STYLES WITH ONE BODY

Converts Any Car Into Roadster, Landulet or Coupe.

The public is so well acquainted with conventional forms in automobile bodies that any change embodying a combination of utility, comfort and artistic grace will be heartily welcomed.

This innovation has come through the inventive genius of a native of South America, E. Carrm.

Mr. Carrm is now exhibiting on the fourth floor at the Palace his newly designed automobile body, which is adaptable to any chassis and which instantly converts the car into one of three distinct styles that may be desired—roadster, landulet or coupe.

For certain needs the coupe is a necessity. The owner of this combination has such a type of car at his immediate command and yet is not bound to it for all occasions, still having two other forms in reserve.

This body is compact and rigid in any of its three adaptations. The possession of three cars formerly called for the purchase of three separate chassis. The new Carrm body makes possible the ownership of three distinct types of car, each a complete unit and all on one chassis.

The mechanism is perfectly simple and so adjusted that the transformation is accomplished in less than two minutes and can be effected on the road as easily as in the garage.

MANY SHOPPERS AT SHOW.

Best Official Finds Crowds Out for Business Early.

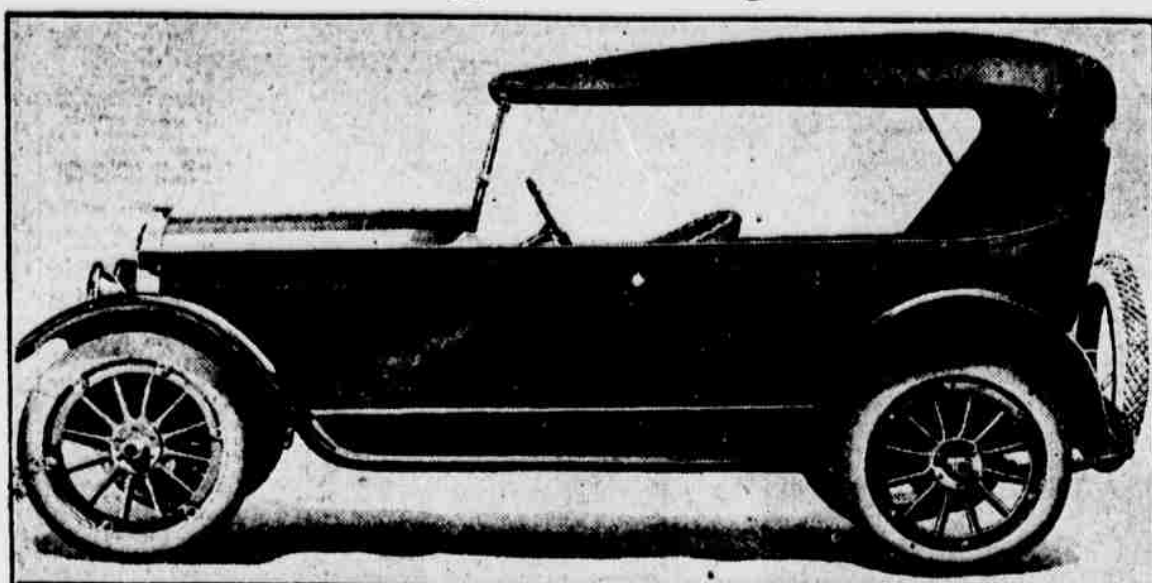
"I have never seen a metropolitan show crowd that appeared so disposed to get down to brass tacks, said an official of the Port Motor Car Company."

"There is generally a greater crowd of more sightseers than actual prospects, but it really seemed, in moving through Saturday's crowd, that a large majority had reached the shopping stage."

"There was also an unmistakable indication that these people were looking to the utility of cars. There were more inquiries about weight, gasoline and tire mileage depreciation than at any previous New York show."

FOR SALE—31 Stimpert car, fully equipped with Hotchkiss body, in first class condition. Call at 1234 Broadway.

New Scripps-Booth Touring Car.



This model is of 40 horse-power and 112 wheelbase, and is priced at \$1,195.

FIRST EIGHT BUILT BY CADILLAC CO.

Secrets of Development of Pioneer V-Type Engine Now First Revealed.

Show visitors will see among the automobiles on display at the Palace a predominance of multi-cylinder types, particularly of eight cylinder design. They may recall the sensational announcement of the first eight cylinder car in this country by the Cadillac Motor Car Company in the summer of 1914.

The designing and building of the first eight cylinder Cadillac engine was one of the greatest secrets in the history of automobile engineering, and its details are now divulged for the first time by the Cadillac company.

L. McCall White, designer of the engine, and now vice-president of the Cadillac company, came to this country from England in 1907 and was introduced as "Mr. David Wilson of the Phoenix Manufacturing Company." With one assistant he went to various factories in the East, where patterns were made and parts built to his specifications. For the most part the work was done in obscure shops. As an example of the precautions taken the forked connecting rods were manufactured in one place and the straight connecting rods in another, so no one would associate them and gain a possible clue.

The first crank case casting was made in a small foundry in Worcester, Mass., at about midnight, and the sand was cleaned out of the casting in the light of automobile headlights in the yard behind the building.

The parts were shipped to Detroit separately. The cylinder blocks made the journey in a Pullman car.

The first engine was finished at about 1 o'clock in the afternoon. Mr. White and a number of other officials were present when it started to turn over on its own power for the first time. They all stood around the engine with a feeling that a big job had been completed. "Here is the quietest demmed engine in Detroit," said Mr. White, with a faraway look in his eyes, as he talked to have voiced his feelings.

When the car was tested it was driven only in the back streets of Detroit. When the test driver thought he saw any one looking at him suspiciously he opened the car out on one side and to

Master Trucks Man.



EUGENE GOLDMAN, Vice-President and General Manager.

Mr. Goldman has just announced ambitious plans for the establishment of a motor delivery line for service between New York and Chicago by his corporation, Master Trucks, Inc. He is an optimist so far as the business outlook is concerned.

NATIONAL FEATURE IS ACCESSIBILITY

In This Car Tools Are in Front Door Pockets in Easy Reach.

The American automobile is a Hooverized product, the motor car manufacturer appreciating that time and energy are precious and neither should be wasted long before the name of the national food administrator was common in every kitchen of the land.

With motors developed to a point approaching perfection, weight reduced by the use of lighter metals without sacrificing strength, greater ease in automobile operation attained by the adoption of self-starters and electric lights, and motor car bodies given lines of grace and dimensions of harmony, the progressive automobile manufacturer now has much to aim at—accessibility.

"The man who drives an automobile wants to enjoy himself as much as those who ride with him," said William C. Forrester, New York representative of the National Highway six and twelve.

"The demand for comfort has resulted in scores of improvements and refinements without which much of the pleasure of driving a car would be lost."

"Take such a small matter as the storage of tools, for example. In days of old they were carried on the running boards in tool boxes or under the seats."

"This has been remedied now, for in the National the tools are packed in the front door pockets within easy reach of the driver."

"Then there is the engine driven tire pump, a decided improvement on the hand operated, back breaking, perspiration producing, curse provoking pump of the days of the motoring revolution."

"This pump on the National is an improvement on an improvement, since it can be connected with the motor without raising the hood of the car, the connection being made from the floor board of the driver's compartment."

"The National sport phaeton is an excellent example of the right way to carry luggage on a motor trip. In addition to a generous compartment at the rear of the car there are smaller compartments in the cowl back of the front seat."

1918 STUDEBAKERS HAVE NEW BODIES

Engineer Tells of Toll for Beautiful and Distinctive Lines.

By J. HUBACE BOURGON, Body Engineer of Studebaker Corporation.

Last summer, when orders came from the heads of our company to design the most beautiful series of automobile bodies that skill could produce, we of the engineering corps realized what a tremendous task was set us.

Studebaker standards are very high; for sixty-six years the name has meant fine coach work the world over; nothing less than complete originality would do.

And so during many months a staff of designing specialists has been toiling night and day to realize the ideals set before it—with perhaps greater success than we had even dared hope for: at all events, a result which challenges the interest of any one who has an eye for style and an appreciation of grace and beauty.

A motor car "body" seems a simple thing, and yet it is a great deal more than merely something to sit in, for upon it depends the car's whole appearance, type and style, and to a great extent the comfort and satisfaction of those who use it.

Body Designs Important.

It is all a casual observer sees to the average person the "body" is the car. It is the body which makes the picture you recognize at a glance.

And so it is evident how much depends on the design of a car body, both to the maker who takes a pride in his product and to the final owner to whom class and appearance mean so much.

But there is more to modern car body design than beauty alone. To say it can mean operating economy is the owner may seem far fetched, yet that is exactly what it does mean. The expression "full stream line" bodies is more than a mere phrase. We think of the air—the atmosphere around us—as something without weight or substance because we are hardly conscious of it, yet to a large object moving along at twenty, thirty, forty miles an hour is opposed a very real resistance unless the object is so scientifically shaped as to cut the air with least possible effort.

To overcome resistance power is required, and for power fuel is needed. Fuel means money—nowadays gasoline means money—and there you are. That is why the best of modern stream line bodies are so scientifically shaped as the lines of a fast racing yacht—lean, rounded, harmonious, beautiful—stream lines developed by the same process.

Methods as used by naval architects. That is why, both in appearance and design, these new models are to the old time cars as a graceful cup defender is to a clumsy mud cow.

Models Made in Wax. Only a visit to some great modern body works such as that of Studebaker can give a clear idea of the designing and manufacturing processes employed by the leading manufacturers of to-day.

One sees models in wax, drafting rooms where scores of men pore over plans and drawings, full sized "layouts" on enormous blackboards, experimental hand wrought aluminum bodies, wood-working shops where carefully milled frames give permanent shape to sheet metal; great steam presses which form the metal shapes over steel dies with a single blow.

And then the painting and finishing operations, twenty-four of them with us, the upholstering, tool making and equipping—these in their myriad of details are almost bewildering tasks, and it is not until the car is finally assembled and impressively shown what a scientific, specialized task modern automobile body making has become.

All this hardly seems possible from a casual inspection of the finished bodies, beautiful as they look and are, upon the floor of the automobile show today.

SEES TRUCK AS R. R. AID. U. S. Motor Truck Co. Man Predicts Bigger Field.

W. J. Alvin, general manager of the United States Motor Truck Company, who has just returned from Washington, says:

"Without question, the motor truck is going to prove the greatest single factor in relieving the present freight congestion and thus allow big business to go ahead."

The United States Motor Truck Company has taken its place among the first five heavy duty motor truck producers.

Snap and Class in This Mercer



A Victoria top without the right calibre of car to go with it usually seems very much out of place. The combination of a Mercer touring model, black patent leather Victoria top, and tonneau windshield, seems in especially good taste, however, and the show visitors are interested in this exhibit.

Methods as used by naval architects. That is why, both in appearance and design, these new models are to the old time cars as a graceful cup defender is to a clumsy mud cow.

VELIE SPORT MODEL STRIKING.

Almost every one turns for a second look at the Velie four passenger Sport model, and no wonder. It is a car that is bound to attract the attention and command the admiration of all who are interested in a car of unusual and individual design, plus power and stamina, for every emergency.

The car is hung low, with low body and deck, and its distinctive design places the customary runboards. The exhaust manifold extends through the engine hood and to the rear with a long graceful sweep. A two way valve permits the use of a silencing muffler, or gives free vent to the exhaust gases, as preferred. The Velie Sport model lends the final touch to the individuality of the car.

At sixty the Velie Sport model clings to the road like a veteran. At six it throttles evenly and steadily without a mile or three. Motor car enthusiasts will readily judge the possibilities of this speedster by considering its power, light weight and thorough design. Price, \$1,500; wire wheels extra.

HOLMES CAR EASY ON OIL. Required Only One Gallon for 500 Miles.

One of the remarkable features of the initial run made by a new Holmes car just out of the factory from Canton, Ohio, to New York, was the fact that on this trip of 500 miles the car used only one gallon of oil. It is made more noteworthy by the fact that the engine had been put into the chassis only the day before the run was started and had never been turned over until the car was ready to start for New York.

The trip also revealed that the car is economical on gasoline, for only seven and a half gallons of gasoline were required, an average of about thirty miles to the gallon.

The Holmes is being shown this week at 52 Vanderbilt avenue, corner of Forty-fifth street.

Light Six Victor by Wide Margin in California Hill Run. Fred Goettlen, Santa Cal., is proud of the showing made by his Haynes "Light Six" in a recent gasoline economy run of sixty-three miles through the hills of the golden state State. Three cars, two of them being lighter than Mr. Goettlen's participated.

The wax tanks of the cars were filled before the start and on the return were filled again. It took just three gallons to refill the tank of the Haynes, while one of the other cars took five gallons and the other seven gallons. Mr. Goettlen says he frequently gets more than twenty miles to the gallon from his Haynes.

SELDEN

WELCOME Automobile DEALERS

If you contemplate taking over a line of Motor Trucks, be sure to visit Selden Headquarters and meet the officers of the Selden Truck Sales Company.

Selden Headquarters during Show Week will be at the

Biltmore Hotel
Selden Suite
Madison Avenue & 43rd Street

The full line of big, powerful Three-quarter to Five Ton Worm and Internal Drive Selden Trucks may be seen at the Showrooms of the

Manhattan Motors Corporation
56th Street & Broadway

Selden Truck Sales Company
General Offices & Factory: Rochester, N. Y., U. S. A.

Uniform Mileage The Crowning Tire Triumph Due to Uniform Tires—Built by Champions

A MIGHTY response has greeted Miller's announcement that Uniform Tires are now an achieved fact. That this world-gift is ready—that stabilized mileage is here after years of vain trials.

Previously, Miller Tires differed in mileage as others do. Now 99 Millers in 100 outrun standard guarantees.

Run two Millers on opposite wheels and you shall see. Thousands of tests like this prove Miller mileage is stabilized.

Mechanical methods do not account for this triumph. For they are shared by all makers.

But tires contain much handwork. And Miller has excelled by conquering "human variables."

To make workmanship uniform, we had to make workmen uniform. We had to take picked men only. Then we had to make each man a master tire builder.

Tires 99% Excellent

Today these Miller experts are called world champions.

New York Automobile Show Headquarters
The Biltmore, Rooms 151-152

THE MILLER RUBBER COMPANY, Akron, Ohio
Makers of Miller Red and Gray Inner Tubes—the Team-Mates of Uniform Tires
Dealers in New York and Vicinity

Their personal efficiency averages 96 per cent. Less than 1 per cent of the tires they build need adjustment.

That means that Millers are 99 per cent excellent.

Geared-to-the-Road

In addition to stabilized mileage, Miller Tires give utmost safety. One reason is they are geared-to-the-road.

Their ratchet-like tread engages the ground as you go. This counters the tendency to skid.

Such tires as these cannot be produced without limit. For picked men are rare.

It takes years to make champions.

If you want to be sure of getting Millers this year, you must reserve your supply at once.

